

African American
Quit Line Data Summary
January 1 - March 31, 2004

	African Amer.	State
Number of Calls to Quit Line	N = 106	N = 3,363
Percent of Statewide Calls	4.3%	100.0%
Percent of State Population in County¹	3.2%	100.0%

	African Am. %	State %
Gender	N = 104	N = 2,906
Female	65.4%	64.2%
Male	34.6%	35.8%
Race/Ethnicity	N = 106	N = 2,468
African American	100.0%	4.3%
Age	N = 105	N = 2,642
Less than 18 years old	1.0%	1.1%
18 - 24 years old	9.5%	15.2%
25 - 34 years old	24.8%	23.1%
35 - 44 years old	33.3%	24.6%
45 years and older	31.4%	36.0%
Education	N = 105	N = 2,581
Did not graduate high school	19.0%	19.0%
High school graduate	34.3%	36.0%
Some college/vocational school	36.2%	36.4%
College graduate	10.5%	8.6%
Caller Type	N = 104	N = 3,052
General Information	0.0%	12.6%
Health care provider	1.9%	3.6%
Tobacco user	98.1%	83.8%
Payer Type	N = 87	N = 2,005
Insured	32.2%	31.2%
Uninsured	26.4%	29.4%
Medicaid	41.4%	39.4%
Heard About	N = 89	N = 2,412
Past caller	19.1%	15.7%
Employer/worksites	3.4%	1.2%
Health care provider	30.3%	31.8%
Television	10.1%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.1%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	7.9%	5.4%
Family or friend	21.3%	22.7%
Health Department	6.7%	5.4%
School	0.0%	1.4%